

Central Hollywood Coalition  
Sunset & Vine BID Board Meeting

**MINUTES**

March 13, 2012

4:00 – 6:00 p.m.

AMPAS Pickford Center

1313 Vine Street, Los Angeles, CA. 90028

**Officers and Directors Present**

*Brian Folb, President, Paramount Contractors*  
*Roxanna Sassanian, Vice President, Sunset Gower/Sunset Bronson Studios*  
*Carol Massie, Secretary, McDonald's Restaurants*  
*Duke Gallagher, Treasurer, The Production Group*  
*Fabio Conti, The Fabiolus Café*  
*Charles Eberly, The Eberly Company*  
*Kitty Gordillo, Hollywood Wilshire YMCA*  
*Lillian Kuo, Broadreach Capital*  
*John Lupo, JMPL Property Management*  
*Elizabeth MacDonald, Los Angeles Film School*  
*Harout Markarian, Western Diocese of the Armenian Church*  
*Michael Pogorzelski, President, Academy of Motion Picture Arts and Sciences*  
*Fred Rosenthal, Ametron*

**Absent**

*John Given, CIM Group*

**Consultants**

*Sarah MacPherson, Executive Director*  
*Kerry Morrison, Hollywood Property Owners Alliance*  
*Joseph Mariani Jr., Hollywood Property Owners Alliance*  
*Devin Strecker, Hollywood Property Owners Alliance*

**Guests**

*Rosemary Hinkson, City of Los Angeles*  
*Melissa Logan, Amoeba Music*  
*Paul Makowski, City of Los Angeles*  
*Taline Maxlemian, Paragon Cleaners*  
*Miranda Paster, City of Los Angeles*

**I. Call To Order**

Brian Folb called the meeting to order at 4:10 p.m.

**II. Public Comment**

There was no public comment.

**III. Presentations**

Miranda Paster, Rosemary Hinkson and Paul Makowski, from the Office of the City Clerk, made a brief presentation to the Board on the fundamentals of the Brown Act. Paster and her colleagues are visiting each BID throughout the city and providing an overview of the open meetings law and answering any questions pertaining to its implementation, since all BID management organizations are subject to the Brown Act and Public Records Act. Additionally, the City Clerk's Office is holding a mandatory Brown Act Training Session on March 22 at City Hall, which MacPherson agreed to attend.

#### **IV. Approval of Board Minutes**

##### **A. Minutes from February 14, 2012**

Copies of the minutes were distributed to the Board for their review.

**It was moved by Mike Pogorzelski, seconded by Charles Eberly and CARRIED to approve the Minutes from the February 14, 2012 meeting. Unanimously approved.**

#### **V. Treasurer's Report**

Gallagher reported that we received our assessment funds from the city on February 29<sup>th</sup>, therefore all bills that were held in January have been paid.

**It was moved by Kitty Gordillo, seconded by Lillian Kuo and CARRIED to approve the Treasurer's Report ending February 29, 2012. Unanimously approved.**

#### **VI. Committee & Program Reports**

##### **A. Marketing and Communications**

**1. Pole Banner Campaign:** Strecker presented the artwork for the new pole banner campaign created by the students at Helen Bernstein High School. Thirty five drawings were submitted for consideration and are currently posted on the Hollywood HQ Facebook page for an online vote. Ultimately four design schemes will be selected by Facebook users and the Board. Strecker added that the board has discretion to hire a graphic designer to touch up the designs, however the board expressed their desire to see the banners retain the “authentic” look of the students’ work.

**2. Sunset & Dine and pole banner exhibition:** Strecker reported that Fabio Conti, Charles Eberly, and Elizabeth McDonald have volunteered to serve on the Sunset & Dine working group. The event is envisioned to be an “expo” of the various restaurants and stakeholders in the BID and an art exhibition for the students that participated in the pole banner design contest. Strecker is currently researching the permits necessary for the event, as well as insurance.

##### **B. Security Committee**

**1. Security Committee Update:** Mariani stated that there have been 222 arrests to date within the Sunset & Vine BID. Seventeen arrests have been made in the expansion area, which is lower than expected, but may be attributable to the proactive outreach by the Andrews security team.

**2. Report on “Veterans Surge”:** Mariani reported that members of Hollywood 4WRD continue to meet with the Veterans Administration (V.A.) to discuss the plan to expedite the housing and care for veterans in Hollywood. The proposal has brought a diverse group of service providers to the table, which has been a very positive outcome thus far. In the coming weeks, the V.A. is scheduled to release an RFP for service providers to implement this effort, which Morrison will report on at the April meeting.

**3. LAPD public safety camera:** Mariani reported the committee is looking into the possibility of upgrading the current surveillance system. Mariani has reached out to Metro Video to try

and get an idea on what an upgrade would potentially cost. Mariani said the newest camera was added in 2009, the rest were installed between 2006 and 2008. He stated that the cameras have been used to varying degrees by LAPD over the years, however the infrastructure is important to maintain if LAPD chooses to utilize them more in the future. The board had a general discussion regarding the benefits and costs of the cameras and expressed interest in obtaining a report from LAPD identifying how often the camera footage was used as evidence, before the board invests in an upgrade.

**4. Current status of nightclub promoter outreach:** Morrison continues to reach out to property and nightclub owners in the district to address concerns related to various promoters that bring an unsavory crowd to Hollywood. She will continue to inform the Security Committee on her efforts.

**5. Jack-in-the-Box meeting/fast food security issues:** Mariani reported that BID staff monitors locations where reliance upon BID security is disproportionate to other stakeholders. One location that has been chronicled by BID security to have a high frequency of calls for service is the Jack-in-the-Box restaurant on Sunset Blvd. This particular Jack-in-the Box restaurant is corporately owned and HPOA staff has reached out to their representatives to arrange a meeting between the owners and local law enforcement including: LAPD and BID security. The outcome of that discussion will be discussed at the next security committee meeting.

**6. Review of Home for Good Summit:** Mariani stated that he, Strecker, and Morrison attended the event at LA Live; Morrison was a panelist. United Way and the Business Leaders Task Force reported on progress to end homelessness in LA and showcased Hollywood as a model community in its efforts.

**7. Andrews International:** Morrison reported that Andrews International has been bought by U.S. Security Association. She and Mariani met with the head of the new company, who assured them that the transition would be seamless. In light of the transition, the Security Committee has opted to postpone bidding the contract for one year to observe the performance of U.S. Security in managing security in both BIDs.

### **C. Streetscape Committee**

**1. Arrival of new trash receptacles:** MacPherson reported that the new receptacles, purchased by the Board in December, are scheduled to arrive today. Fifteen receptacles were purchased, with the assistance of the \$5,000 DWP grant, and will be placed in the previous boundaries of the BID (since 2007 – 2011 funds were used for the purchase).

**2. Planning Initiatives:** The Hollywood Community Plan is expected to go before the PLUM committee in late March. MacPherson stressed the importance of board member testimony at the hearing and asked that a majority of the Board attend. HPOA staff has made print copies of the plan for board members and new amendments have been posted online by City Planning.

**3. Report from Streetscape Committee:** Notes from the March 9, 2012 meeting were distributed to the Board. One item of concern is the city's Sidewalk Repair Ordinance which puts the onus of sidewalk damage and liability on adjacent property owners. MacPherson noted that the BID Consortium plans to discuss this ordinance with Public Works staff at the March 28<sup>th</sup> BID Consortium meeting and will report on the status of the ordinance at the next board meeting. The Board expressed great concern for the ambiguity of the ordinance (such the sequence, mandate and notification of repairs),

as well as concern over the ability to obtain insurance given the lack of control most property owners have over the sidewalk.

**4. City-wide waste franchise update:** Mariani reported that the waste franchise ordinance is scheduled to proceed to City Council. HPOA staff offered to draft message points for individual property owners that wish to voice their concerns with the Council Office and include an article in the BID newsletter on the impacts of the ordinance.

## **VII. New Business**

**1. Report from Emerson Groundbreaking:** Strecker presented a slideshow of photos from the groundbreaking event, attended by the Mayor, Councilmember Garcetti, and a host of community leaders and neighbors. Completion of the project is expected in 2014.

**2. SB949 - Community Benefit Districts:** MacPherson reported on SB949, a bill introduced by Senator Vargas, aided by BID Consultant Marco LiMandri, which would lower the petition threshold to 30% to create a community benefit district (similar to a business improvement district). It would also permit the duration of a BID to 20 years and would allow for single-family residences to be included in the districts. The Board discussed the various aspects of the bill and voiced concerns over the stability of new districts formed under this new legislation.

**It was moved by Carol Massie, seconded by John Given and CARRIED to draft a letter to Senator Vargase opposing SB949. Unanimously approved.**

## **VIII. Old Business**

### **A. Food Trucks**

MacPherson reported that a recent article in the Los Angeles Times, included in the packet, discussed possible food truck legislation which would restrict trucks from operating within 1,500 feet of a school. If adopted, the ordinance would impact some areas of the Sunset & Vine BID, however no action is required of the Board at this time.

## **IX. Next Meeting**

The next meeting is scheduled for Tuesday, April 10.

## **IX. Adjournment**

The meeting was adjourned at 6:05 p.m. and the directors proceeded to Off Vine Restaurant for the annual dinner.